

DEPARTMENT OF SOCIAL SERVICES
744 P Street, Sacramento, CA 95814



November 8, 1984

ALL COUNTY INFORMATION NOTICE NO. 1-101-84

TO: ALL PUBLIC AND PRIVATE ADOPTION AGENCIES
ALL SDSS ADOPTION DISTRICT OFFICES
ALL MINORITY HOME RECRUITMENT PROJECT CONTRACTORS

SUBJECT: NATIONAL ADOPTION WEEK, NOVEMBER 18-24, 1984

The Department's Adoptions Branch and Public Information Office have developed a public awareness campaign as part of its participation in National Adoption Week. The week of November 18-24, 1984, has been proclaimed by President Reagan as National Adoption Week.

The goal of the campaign is to increase public awareness of the adoption process and the kinds of children that are available for adoption, through the promotion of community awareness that children who have special needs may require a special kind of love. The slogan, "Adoptions: A Special Kind of Love" has been developed for this adoption week campaign and will be used in public service announcements (PSAs).

On October 22, 1984, the Public Information Office sent a letter to approximately 600 Public Service Directors throughout the State encouraging their participation in the adoption week campaign. They will be provided with a "press kit" containing adoption fact sheets; written and video copy for PSAs; radio and video transcripts. In addition, they will each receive a list of public and private adoption agencies, the Department's Adoption District Offices, and the minority home recruitment projects. We expect these media outlets will make direct contact with you as we have encouraged them to schedule you for interviews on their public service/public affairs programs. Please contact them directly if you do not hear from them.

If you have any comments or questions, please contact Sharrell Blakeley, Chief, Adoptions Branch at (916) 445-3146 or Fran Marshall, at (916) 445-7964.


LOREN D. BUTER
Deputy Director
Adult and Family Services Division

cc: CWDA

Attachment

DEPARTMENT OF SOCIAL SERVICES

744 P Street, Sacramento, CA 95814
(916) 322-2612



October 22, 1984

Dear Public Service Director:

California's efforts to find adoptive homes for children with special needs will be spot-lighted during the week of November 18-24, proclaimed by President Reagan as National Adoption Week.

These are children whose need for an understanding, loving, supportive permanent home is especially urgent ... these are children with physical, emotional or other problems which may have been intensified by lack of a permanent home environment or abusive situations. Sometime, they may seem "too old" for adoption or their ethnic background may be viewed as a barrier but for all of these children it is a matter of the right family finding them.

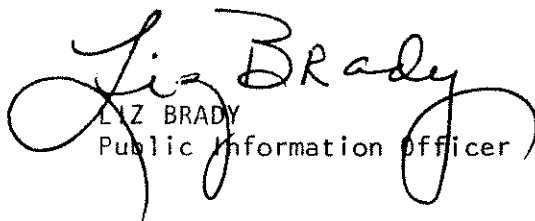
That's what we are focusing on ... the efforts to bring the right family and the right child together into a new adoptive family that will provide joy and caring for the child and the parents.

You will soon be receiving public service announcements, in the form of video or audio tape or reading copy. We urge you to schedule its use during the week of November 18-24 and at any other time you wish to present an especially valuable message to your audience.

I will call soon to discuss this public awareness campaign and to request time for interviews about adoptive children with special needs on your public service/public affairs programs.

Thanks in advance for your assistance.

Sincerely,


LIZ BRADY
Public Information Officer